

1 April 1981

NOTE FOR: John E. Koehler
Director, ICS

VIA:

[redacted] *fn*
Director, PAO

FROM:

[redacted]
Deputy Director, PAO

SUBJECT: Consumer Survey

Early versions of the questionnaire contained questions on specific countries. Despite ICS preference for inclusion, the rest of the group was opposed and these questions were removed (with the acquiescence of our representatives).

I believe that a question on specific countries would greatly increase the value of the survey to the ICS. When I went on one of the early survey interviews, I personally found that the insights provided on specific countries were the most useful since there were large differences from country to country within a region. I also feel that follow-up discussions with both producers and collectors will be greatly enhanced if we can talk about specific countries vice regions.

At my request, [redacted] has prepared a question that would accomplish ICS objectives on specific countries (see attachment). The major objective cited in opposition to such a question by the other working group members was that the level of detail requested was not appropriate. To accommodate these concerns, we have restricted the question to "those countries that are very important in your work" and have further restricted the answer to at most eight countries. If the survey respondent is very busy, the wording would easily permit him to skip this question.

[redacted] has discussed my proposed question with [redacted] remains opposed to its inclusion. PGS is of the opinion that the questionnaire as presently constituted would provide adequate information to capture the type of data which PAO wishes on the Third World. They believe that any additional information PAO requires on specific Third World countries could be obtained during the interview process and that our insistence on having the additional question included would unnecessarily delay the project. Both [redacted] share PGS's view

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that much of the information PAO requires on the Third World can be acquired through the questionnaire in its present form and via interviews. However, they do not share view that the additional question would cause confusion and alienation of respondents, and believe that it would yield information which might otherwise be lost.

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Recommendation: That you call on this and express your strong interest in adding the attached question.

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Attachment

SUBJECT: Consumer Survey

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please list those countries that are very important in your work, then rate the quantity, overall quality and usefulness of the intelligence you received on them.

| <u>Country</u> | <u>Quantity</u> | <u>Quality</u> | <u>Usefulness</u> |
|----------------|--|---|--|
| | 1. Excessive 2. Sufficient 3. Insufficient 4. Did not receive | 1. Excellent 2. Good 3. Fair 4. Poor | 1. Very useful 2. Fairly useful 3. Not particularly useful 4. Not useful at all |
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